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Art Markman, Ph.D., is Annabel Irion Worsham Centennial Professor of Psychology and Marketing at the University of Texas at Austin. He got his Sc.B. in Cognitive Science from Brown and his Ph.D. in Psychology from the University of Illinois. He has published over 125 scholarly works on topics in higher-level thinking including the effects of motivation on learning and performance, analogical reasoning, categorization, decision making, and creativity. Art serves as the director of the program in the Human Dimensions of Organizations at the University of Texas.

Dr. Markman studies how people learn, how people perform under pressure, and how incentives affect performance. He is interested in the way people see things to be similar, and how they process similarity and analogy comparisons. While the study of similarity is interesting for its own sake, it is also interesting because of what it can tell us about other psychological processes. In order to look at the way that our ability to make comparisons affects our cognitive processing, he also does research on category learning and decision making. He is currently executive editor of the journal *Cognitive Science* and a member of the editorial board of *Cognitive Psychology*. He shares insights into current issues ranging from the psychology of politics to teen drug-taking behavior in *Ulterior Motives*, a blog series in Psychology Today.

His most recent book, *Smart Thinking: three essential keys to solve problems, innovate, and get things done*, a Perigee Book, was published by the Penguin Group in January 2012.